



# Stop. Think. Connect. Data Privacy Day is January 28

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MADISON – With every social media post and online shopping transaction, we add to the stockpile of personal data that is stored online. But do we ever take the time to question who has access to this data and what are they doing with it?

“Data theft is in the headlines, with breaches at Zappos.com and Sony resulting in the theft of personal information from more than 100 million accounts,” said Sandy Chalmers, Division Administrator of Trade and Consumer Protection. “Take control of your privacy by securing your online information. Your good name and credit rating could be at stake.”

On Data Privacy Day, DATCP is asking Wisconsin residents to “Stop. Think. Connect.” Governor Scott Walker issued a proclamation in recognition of this national educational effort to help consumers identify and prevent privacy risks.

“More than 800 million people actively use Facebook, so the amount of personal information on Facebook alone is staggering,” said Chalmers. “Stop and think before storing and sharing sensitive information such as names, birth dates, Social Security numbers and bank account and credit card numbers online.”

DATCP provides the following consumer tips:

- **Passwords.** Mix letters, numbers and special characters to create passwords that are at least 10 characters long.
- **Protect your email account.** Use a complex password for your email account. Many websites send password update and account access emails to customers, so getting a hold of these emails could potentially give a hacker access to all of these online accounts.
- **Protect your devices.** Update the operating system and anti-virus software on your devices to target recent viruses and patch any holes that hackers can use to access your system.
- **Credit reports.** Get a free copy of your credit report from each of the three major credit bureaus annually. Review your reports for any unauthorized lines of credit.
- **Check your statements.** Regularly review your bank and credit card statements for unauthorized charges or withdrawals.
- **Check your privacy settings.** Adjust the privacy settings for your social media accounts to block your content from strangers.

For more information or to file a consumer complaint, visit Consumer Protection’s website at [datcp.wisconsin.gov](http://datcp.wisconsin.gov); via e-mail at [datcp hotline@wisconsin.gov](mailto:datcp hotline@wisconsin.gov) or call toll-free at 1-800-422-7128.

Consumers can also visit [staysafeonline.org](http://staysafeonline.org) to learn about protecting their devices, identifying “spam” emails and “phishing” scams, and scanning their computers for viruses using free online resources.

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